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AGRICULTURAL MARKETING

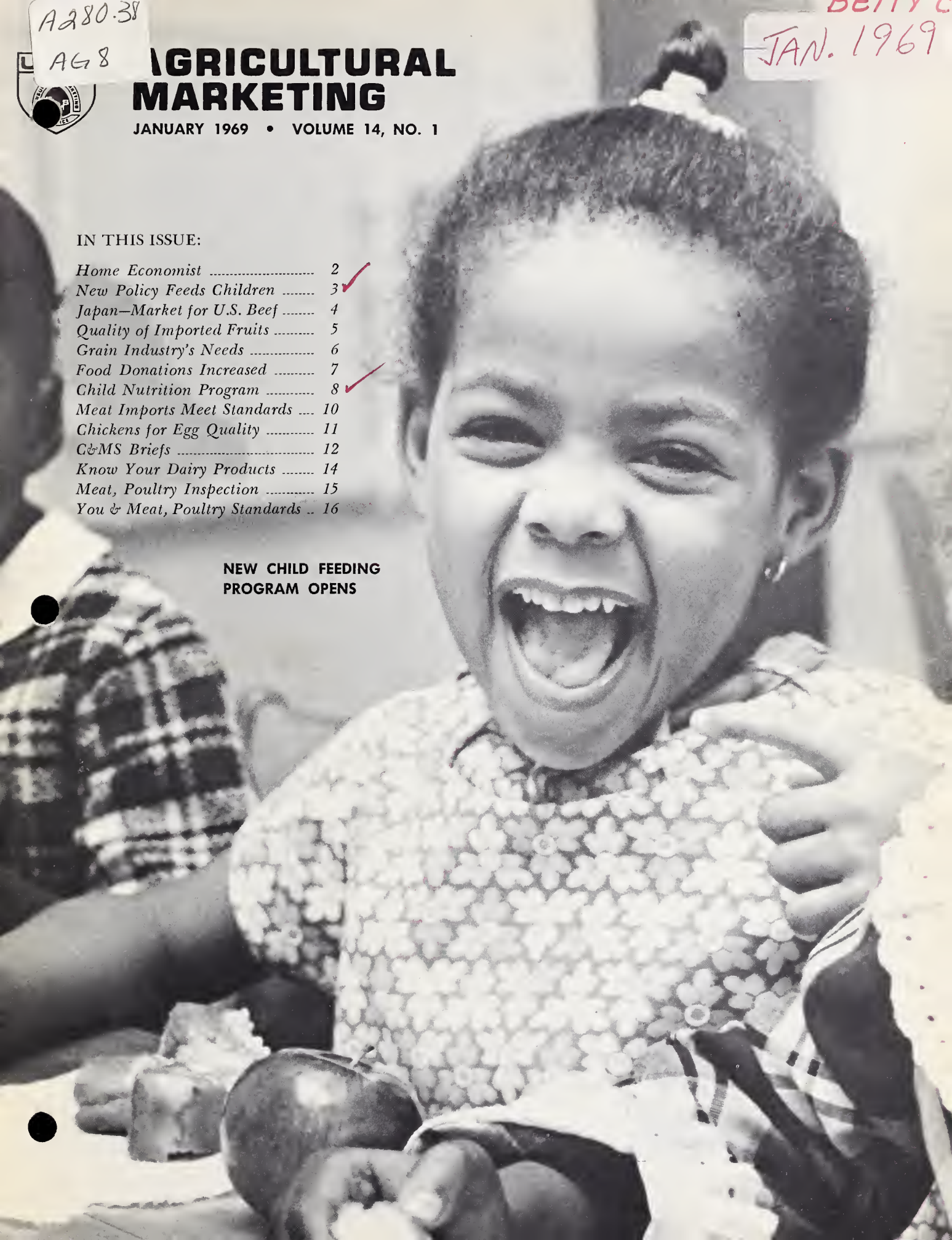
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NEW CHILD FEEDING PROGRAM OPENS



SOME PEOPLE MIGHT think a home economist's job is routine, but Mary Alice Harrison disagrees.

Mary Alice, a home economist for the Consumer and Marketing Service's SE district consumer food programs office in Atlanta, has found her job to be anything but dull.

For instance, last summer, she had to be in three different cities on the same day—and she made it. After spending a week working with a food stamp nutrition education committee in Jackson, Miss., she flew to Raleigh, N.C., to attend a commodity distribution nutrition education meeting that same afternoon. Later the same day, she flew to Mobile, Ala., to participate in a school lunch area workshop.

Working with nutrition education and school food service programs comes naturally to Mary Alice.

"When our school had its first lunchroom, my mother was its first school lunch manager," she said.

Mary Alice, a native of Raleigh, Miss., has done extensive work in the Southeast with nutrition education for low-income families. Here, too, she has personal experience to help her in understanding and communicating with these families.

"My father was a farmer," she recalled. "And you know a farmer can't always depend on a monthly income. Even though we had a garden and produced our meats, there were some months when we, too, participated in the 'relief' program."

Mary Alice received her degree in institution management from the University of Southern Mississippi at Hattiesburg. While attending college, she also worked as assistant dietitian at Forrest General Hospital in Hattiesburg.

Prior to joining C&MS in 1964, she worked as a food service supervisor at Mississippi Baptist Hospital in Jackson. From 1961-64, she worked as a school food service area super-

visor for the Mississippi Department of Education.

Mary Alice said some of her most rewarding work has been while working as a C&MS district home economist. She works with State, county and local home economists as well as with nutrition aides. Many of these aides are themselves recipients of C&MS' food stamp or commodity distribution program.

"The majority of those receiving food aid are most appreciative," she said.

During Operation Help, a special nutrition education program held in Mississippi a few years ago, Mary Alice worked out in the field for several weeks. The schedule was sometimes hectic, but she said seeing the results was worth any problems she encountered.

"As one commodity recipient said to me during Operation Help, 'Somebody cares, and I thank the Lord for them'." □

COVER STORY

Needy pre-school children are now benefiting from the new pilot non-school food service program. See pages 8 & 9.



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NEW POLICY helps feed needy children

By Herbert D. Rorex

Director, School Lunch
Division, C&MS, USDA

USDA has announced a new national policy on judging need and protecting the anonymity of children given food help at school.

THIS NEW YEAR OF 1969 finds the Nation's schools well on the way to answering a question that has plagued teachers and administrators for many years: "How can we decide which children need free or reduced price meals?"

And only slightly less bothersome has been the related question: "How can we give the needy child special help without embarrassing him in front of his playmates?"

These questions loomed larger and larger in recent years, with increasing public awareness that millions of children from poor and borderline low-income homes come to school hungry and stay hungry all day unless they can get some food at school.

A requirement that children are entitled to nutritious foods regardless of their ability to pay is longstanding. It was written into the National School Lunch Act of 1946 . . . re-affirmed in the Child Nutrition Act of 1966 which authorized the school breakfast program . . . and repeated again in 1968 legislation setting up child food service programs in public and nonprofit private day-care centers and summer recreation programs.

Actually, schools across the land have done a creditable job of seeing to it that needy children got lunch, breakfast or both within the never-enough-money limits under which most school food service programs operate. In the National School Lunch Program, for example, some 10 percent of lunches through the years have been served free or at prices below those paid by most children. Last year, this percentage edged up to about 13 percent, as a result of increased Federal-State assistance in needy areas.

Yet everyone concerned recognized

that there were gaps. Without any uniform standards or measuring sticks, decisions on need varied largely with the individual school principal or administrator.

In March 1968, the 50 State school lunch directors, in a National Workshop at the U.S. Department of Agriculture, recommended that USDA develop standards and procedures to assist schools and school districts in determining eligibility for and providing meals to needy children on a consistent, uniform basis.

Lending impetus to that recommendation was an independent study of the lunch program released a month later by five national women's organizations. This study also called for a national policy on judging need, and for protecting the anonymity of youngsters.

Following consultations with State educational agencies during the summer, the new national policy was announced by USDA in October. Briefly, all schools taking part in the National School Lunch Program or the Breakfast Program, together with non-school agencies taking part in the Special Food Service Program for Children, are required to:

- Develop written standards for determining the eligibility of children for free or reduced-price meals.

- Designate the local officials who will have authority to decide the eligibility of children under the standards.

- Publicly announce the policy and standards to all "patrons" of the school or institution—the parents and children.

Guidance and counsel to schools and institutions in working out their policy statements will come from the State educational agency, or from the Consumer and Marketing Service Consumer Food Programs Dis-

trict Offices in those instances where the child food service programs are administered to private schools and institutions directly.

USDA has suggested that school boards work with public assistance agencies in the locality, and that in general the free or reduced price meals should be provided to children from families taking part in or eligible for food assistance under the Food Stamp or Commodity Distribution Program, as well as those from families getting public assistance.

At the same time that schools and institutions develop their public policy statements, they are required to give assurances to the State agency or to USDA that eligible needy children will not be identified to other children. Nor can the needy youngsters, as a condition of getting free or reduced-price meals, be required to:

- Use a separate lunchroom, go through a separate serving line, or enter the lunchroom through a separate entrance.

- Eat at a different time than the paying children.

- Work for their meal.

- Use a different token or ticket than the paying children.

- Eat a different meal than the paying children.

To help meet the cost of providing more free and reduced-price meals, more Federal funds are available this year—some \$50 million more than last year—specifically to help needy-area schools.

But the Federal Government can only help. The talents, dedication, and resources of public and private agencies, parents, and the general public are essential to completing the task of bringing nutrition to the millions of youngsters still in need. □

JAPAN—

A POTENTIAL NEW MARKET FOR HIGH-QUALITY U.S. BEEF

Due to expanding consumer demands, U.S. beef is needed to supplement Japan's domestic production.

By John Pierce, Director, Livestock Division, C&MS, USDA

JAPAN PRESENTS a new potential export market for high-quality U.S. beef. The expanding consumer buying power is evidenced in a strong preference for high-quality beef—and this demand can not now be fulfilled with increased supplies from within Japan.

My visit to the U.S. Trade Center in Tokyo last October to participate in the U.S. Meat and Nutrition Exhibit and Seminar gave me first-hand evidence of the Japanese consumer demand for high-quality beef. Select retail cuts of the internationally recognized Kobe or Matsusaka quality beef in Tokyo may sell for up to \$10 per pound. The wholesale price of much of the domestic carcass beef is over \$1 per pound. As indicated by these prices, Japan has a limited supply of quality beef and strong consumer demand.

The United States is the only country in the world that produces an abundant continuing supply of high-quality fed beef of the type needed to supplement Japan's domestic production.

A glance at certain facts of the Japanese economy reveals that country's need for importing much of its food and meat. Japan is a highly industrialized nation, with a population of 101 million people packed into an area smaller than California. And about 1 million consumers are added each year. Only 16 percent of the land is available for productive agricultural use—and 90 percent of this land is used to produce food

crops.

The Japanese government has initiated various programs in recent years to expand beef production, and in the last year beef cattle numbers increased 8 percent. This increase in cattle is the first in the past decade. The limited land available for the production of feed grains and forage, however, will severely restrict future growth in the beef industry. So, with growing population and industry, Japan will need to meet at least part of her expected increases in beef requirements by imports.

Another development of significance to the U.S. beef industry is that the increasingly affluent Japanese people are demanding a higher quality diet. And they are becoming more Westernized in their eating habits. The traditional Japanese diet includes rice and seafoods, but recently more and more people are buying beef to eat Western-style or in Japanese dishes.

Last year, Japan imported its full quota of 19,000 metric tons of beef. About 70 percent of this beef came from Australia, the rest from New Zealand. Most of this beef was of lower quality than preferred by Japanese, and thus, imported beef is not looked upon with favor. Part of the job of the U.S. beef industry will be to overcome this attitude toward imported beef. In fact, many steps have already been taken in this effort.

Representatives of the U.S. De-

partment of Agriculture's Foreign Agricultural Service exhibited select cuts of the Choice grade at the U.S. Trade Center in Tokyo last autumn. The Japanese trade interests—importers, wholesalers, retailers, and consumers—were given an opportunity to see the quality of this beef and to taste cooked beef. They commented favorably upon the quality of beef that was exhibited. Also Japanese trade teams visited the United States during the past year, observing all segments of the U.S. meat industry. They are, I believe, convinced of the ability of the U.S. industry to furnish consistently high-quality beef in virtually unlimited volume.

At 10 seminars held for industry representatives during my visit in Japan, I pointed out the capacity of our industry to supply a large volume of high-quality beef. I described our marketing system, the role of Federal graders in identifying quality differences, and the part grades have played in increasing U.S. production of beef preferred by consumers. The similarity of U.S. Prime and U.S. Choice beef to that demanded by the Japanese was stressed. Those considering importing beef from the United States were urged to learn and use grades and other terminology familiar in our industry to assure that the beef delivered will satisfy their tastes.

Prospects appear good for developing a continuing beef export trade with Japan. Right now, Japan's im-

port quotas on beef are restrictive, although this quota is going up annually. Recently, the import quota was raised to about 24,000 metric tons—5,000 tons more than last year. And chances are good that the quota will continue to go up. Beef consumption in Japan is now only 4 pounds per person a year (compared with 109 pounds in the United States)—and the strong price structure indicates that this quantity could be increased substantially and still maintain favorable prices.

Large export quantities may not be involved at present or in the immediate future, but as Japan's economy grows, the U.S. beef industry will stand to profit from increasing its participation in Japan's imports. Expectations now are that trade will develop first on high-value U.S. Prime and U.S. Choice cuts—such as strip loins and roast ready ribs. These cuts will likely be directed to the restaurant and hotel trade. Retail sales may well come later and perhaps trade in carcass beef. By importing whole carcasses, the Japanese can get the retail cuts they want at a lower price, since low-cost labor could be used there to cut and trim the carcass. While current shipments will likely be frozen, trade may develop in fresh beef. U.S. beef delivered in Japan under present conditions should be fully competitive with the beef they produce.

Another area of Japanese-American trade activity of interest to American cattlemen is the sale of breeding stock. Both commercial breeders and government livestock officials in Japan are showing keen interest in importing beef breeding stock from the United States. Some purchases have been made and additional ones are expected.

We are producing enough beef now to meet the foreseeable Japanese demand. We do not need to increase production. Meat processors and packers, however, need to make contacts to move beef into this export outlet. Several U.S. packers and packer organizations attended the Tokyo exhibit and seminar, and business relationships were established which will undoubtedly prove mutually beneficial. □

USDA Inspectors Check Quality of Imported Fruits

Many fruits imported from South America during winter, when domestic supplies are scarce, are inspected by C&MS.

By Edgar F. Johnson

DO YOU EVER WONDER why many fruits are generally available in food stores the year round, despite the fact that domestic supplies become somewhat scarce during winter? One reason is the large number of fruits we import from South America during the winter months. Cold and warm weather occur at different times of the year in South and North America, so South American fruits are available here during our cold weather season.

A great majority of the imported fruits come from Chile—cherries, plums, nectarines, peaches, pears, melons, and grapes. Almost 95 percent of these fruits are inspected for quality and condition by the Fruit and Vegetable Division of the U.S. Department of Agriculture's Consumer and Marketing Service.

Upon arrival in New York, the Chilean products first are inspected by USDA plant quarantine inspectors and given any necessary treatments to eliminate plant pests. Then C&MS Fruit and Vegetable Division inspectors check the condition of the fruits and certify their quality according to U.S. grade standards.

Inspection of these fruits for quality and condition is not required by

law, as plant quarantine inspection is, but an unbiased account of the quality and condition of the fruit when it arrives in New York helps to establish its value and to avoid disputes between the shipper and importer. The inspection, a C&MS service for which the user pays a fee, also provides the importer with a basis for establishing a price for the fruit to buyers throughout the United States. U.S. grades for fruits, such as U.S. Fancy pears, identify specific qualities, and the grades are used widely in wholesale trading. The grades of fruits are sometimes identified on retail packages, too.

Buyers of the imported fruits range from a corner grocery store owner in New York to agents who distribute them throughout the United States or re-export them to Canada. So you may find some Chilean fruits at your grocery store this winter—and, like much of our domestic fruit supply, they've probably been inspected for quality by C&MS inspectors. □

The author is Assistant Chief, Fresh Products Standardization and Inspection Branch, Fruit and Vegetable Division, C&MS, USDA.

Fruit from Chile is unloaded at New York Harbor.



A GROUP OF WHEAT growers asks the Grain Division in the U.S. Department of Agriculture's Consumer and Marketing Service to revise the U.S. standards for wheat in order to more adequately reflect the flour yield of a new variety of White Club wheat. As a result of months of intensive work on the part of representatives from the grain industry and standardization specialists in C&MS' Grain Division, these revised standards will become effective on Jan. 31.

A trade group representing Michigan pea (navy) bean growers asks C&MS' Grain Division to resolve differences between Federal and State bean standards. These differences are now being actively reviewed.

A review of rice marketing practices is made by C&MS' Grain Division and, after thorough consultation with the industry, substantial changes are made in the U.S. standards for rice.

These examples are typical of the ways the Standardization Branch of C&MS' Grain Division develops and modifies the grain standards that form the basis for trade across the country. The job is one that is never finished—there are eighteen different U.S. standards for grains and related products, including standards for barley, beans, corn, hay and straw, hops, oats, peas, rice, rye, soybeans, and wheat. All of these standards need periodic updating.

How are these standards kept up-to-date?

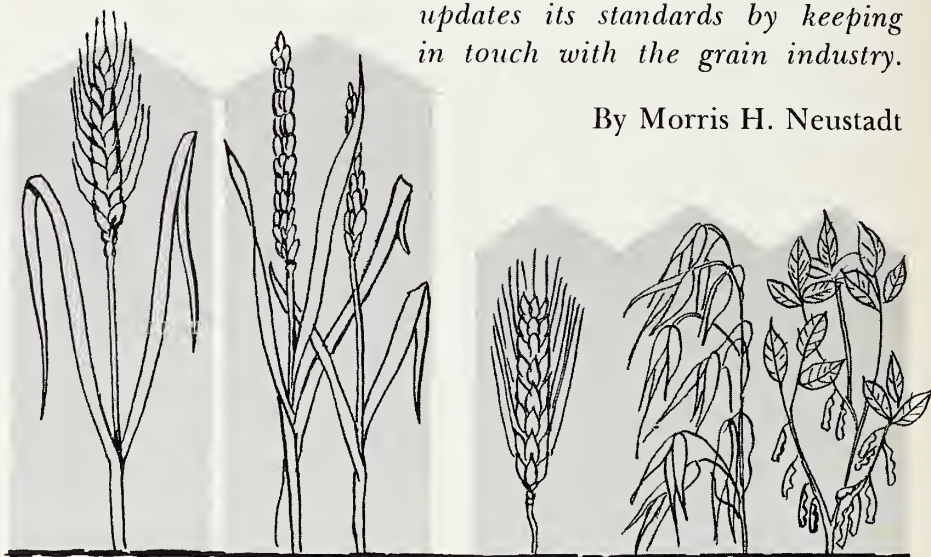
Standardization specialists in the Grain Division of C&MS find many ways to keep their fingers on the pulse of the grain industry:

One way is to go to the industry itself, as we did when we reviewed marketing practices in the rice industry in order to find a better way for C&MS-licensed inspectors to class rice. As a result, new standards were proposed by USDA, and later accepted by the industry. One change included the classification of rice by the length/width ratio of the kernel rather than by variety. The new system of classification is easier to apply and provides meaningful information for buyers and sellers, under-

GRAIN INDUSTRY'S NEEDS CHANGE STANDARDS

C&MS' Grain Division periodically updates its standards by keeping in touch with the grain industry.

By Morris H. Neustadt



stood around the world.

Another way for us to keep up with the needs of the grain industry is for the industry to alert us about changes needed, as happened when a group of White Club Wheat growers asked us to revise the standards concerning the test weight per bushel requirements for a new variety of wheat.

There are two other ways standardization specialists in C&MS' Grain Division keep their fingers on the pulse of the grain industry. First, C&MS grain inspection supervisors keep their eyes and ears open to the needs of the industry and feed back pertinent information to the Standardization Branch. Also, C&MS' Grain Division works closely with USDA's Agricultural Research Service in the field of marketing research.

No matter who proposes a change in the grain standards—whether it be the Federal Government or the industry—the procedure for revising grain standards is complex. It is complex in order to protect all interests involved in the production and marketing of grain and grain products—from the producer to the ultimate consumer.

These basic steps are involved in adopting changes in the grain standards:

- The needs of various interests and trade groups are thoroughly examined to resolve differences.

- A proposed draft of changes in the standards is written and reviewed within the Grain Division. Other Federal agencies are consulted as to the impact of proposed changes on their own programs. In addition, the Food and Drug Administration, which maintains *standards of identity*, is consulted. C&MS grain standards, on the other hand, are *standards of quality*. USDA's legal staff also reviews the proposed changes and offers recommendations to the C&MS Administrator.

- After these consultations, all appropriate modifications of the proposed revision of the standards are made and the draft is then published as "proposed rulemaking" in the Federal Register. A press release is issued to trade publications and formal notice is sent to the industry. Comments are requested from the industry and other interested groups within a specified time, usually 30 to 90 days, depending on the complex-

ity of the changes in the proposed standards.

• The comments, both pro and con, are weighed carefully. After a review of comments and other information available to USDA, the proposal is revised if necessary and published in the Federal Register. An effective date is set. In many cases this may be 6 months to a year later, depending on the harvest season. The recent revision of the U.S. Grain Standards Act requires a period of one year after promulgation before certain changes in standards for commodities covered under the Act become effective. These commodities include barley, corn, flaxseed, grain sorghum, oats, rye, soybeans, wheat, and mixed grain.

For more than half a century, U.S. standards for grain and related products have been changing. In many cases, these have been slow, painstaking changes. If you compare the wheat, rice, or the bean standards of today with these standards one year ago, or even five years ago, you will find little change. But compared with the standards of 50 years ago, they have come a long way.

This axiom should hold true in the future, too. That is, a few years from now the standards for rice or wheat may not have changed much. But if you could look further ahead you would probably see changes unthought of today. These changes will probably more adequately reflect the end use of the product, as well as changing marketing practices. The standards of tomorrow will doubtless also incorporate more physical and chemical tests in order to more accurately describe grain quality.

As the marketing of grain products becomes more precise and scientific in the years ahead, so too will the C&MS grain grading service—and the standards upon which it is based. As a result, the standards will then be an even more useful and more extensively used marketing tool in trade across this nation and abroad. □

The author is Head, Standardization Section, Standardization Branch, Grain Division, C&MS, USDA.

FOOD DONATIONS INCREASED IN FISCAL '68

Food nationally distributed by C&MS to improve the diets of needy persons and schoolchildren totaled nearly 1.7 billion pounds and cost \$368 million.

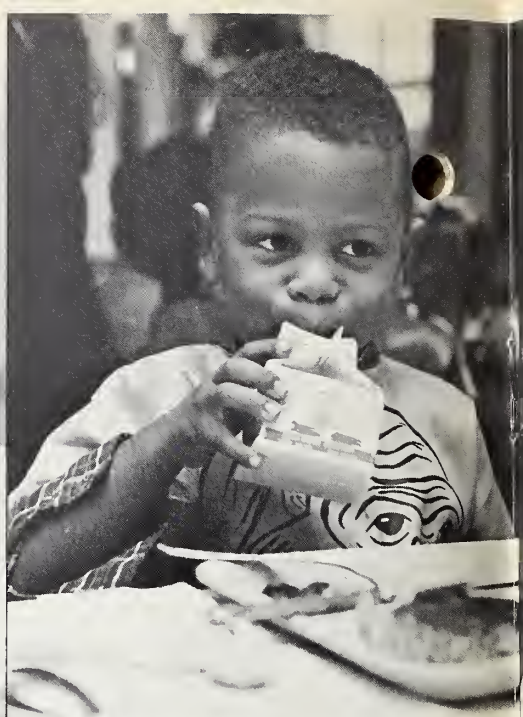
“**M**ORE AND BETTER food” aptly describes the U.S. Department of Agriculture's food donations in fiscal 1968 to the States and territories to improve the diets of needy people and school children. The fiscal 1968 donations, distributed to all outlets through USDA's Consumer and Marketing Service, totaled nearly 1.7 billion pounds and cost some \$368 million. In fiscal 1967, the respective totals were 1.4 billion pounds at a cost of \$247 million. Increased availability of highly nutritious foods like meats, dairy products, orange juice, and others accounted for the increases.

To help schools serve nutritious, low-priced, sometimes free or reduced price, lunches to pupils, schools received more than 797 million pounds of USDA food in fiscal 1968 against some 598 million in fiscal 1967. 1968 donations included more beef, canned meat, butter, cheese, frozen orange juice, and turkeys and cost \$220.5 million against \$130.4 million, the 1967 figure.

Additional donations to the States for distribution to needy persons in family units came to more than 723 million pounds in fiscal 1968,

compared with 705 million a year earlier. Respective costs were \$124 million against \$101 million. And needy adults and children in charitable institutions and children in non-profit summer camps benefited from 148 million pounds of USDA food (costing some \$23 million) donated to these outlets in fiscal 1968. In fiscal 1967, the donations were 143.5 million pounds that cost \$15 million.

USDA food, whether in transit or in storage pending distribution to schools, needy families, or charitable institutions, may be diverted to help feed victims of disasters. In fiscal 1968, among many other emergencies, victims of Hurricane Beulah in Texas benefited from 5.5 million pounds of USDA food sent into the stricken area. The Texas Department of Public Welfare and other local agencies utilized this food promptly to reduce suffering from the storm. Again in fiscal 1968, Navajo and other Indian tribes in the Southwest were almost buried under a 7-foot snowstorm in December 1967. Some 930,000 pounds of USDA food were used in feeding the isolated and displaced victims of this record-breaking storm. □



✓ NEW CHILD NUTRITION

C&MS now aids needy pre-school youngsters in such institutions as day-care centers, settlement



WITH THE ADDITION of the new pilot non-school food service program there is now more Federal assistance than ever before to help the States and local communities provide food services for all children in group activities, in and out of school.

This broadened child nutrition effort, known as the Special Food Service Program for Children, is geared to reach those youngsters who cannot be helped through established school lunch and school breakfast programs. It will mean better nutrition—a better start in life—for pre-school youngsters who have had to wait until they are old enough for school to benefit from federally assisted lunch and breakfast programs.

The new 3-year program is authorized by a 1968 amendment to the National School Lunch Act and is administered nationally by the School Lunch Division, Consumer and Marketing Service, U.S. Department of Agriculture.

Eligible are public and non-profit private institutions like day-care centers, settlement houses, and recreation centers that care for children from low-income areas, or from areas with many working mothers. In-residence institutions are not eligible.

The Federal assistance is authorized for one or more of the following meals: breakfast, lunch, supper or supplemental food served between meals. The maximum payment for each meal is 30¢ for a lunch or supper, 15¢ for a breakfast and 10¢ for foods served between meals. It is not an all-free food service program. Children who are able to pay for their meals are expected to do so. However, needy children will be served meals free or at a substantially reduced price.

Institutions taking part in the program must: (1) make it available to children regardless of race, color, or national origin; (2) serve, on a non-profit basis, meals which meet minimum nutritional requirements; (3) supply free or reduced price meals to children unable to pay the full price and (4) make no physical segregation of, nor discriminate against a child because of his inability to pay.



PROGRAM OPENS

ent houses, and recreation centers.



january 1969

FEDERAL INSPECTION of imported meat and poultry foods at U.S. ports of entry reassures American consumers that foreign meats have to pass strict U.S. standards for cleanliness, wholesomeness and truthful labeling—or be rejected.

This is one way the U.S. Department of Agriculture meets the responsibility of assuring the wholesomeness of imported meats. But even before any foreign country can export meat to the United States, it must have an inspection program equivalent to that of the United States.

USDA's Consumer and Marketing Service regularly checks foreign meat inspection programs to make sure they meet the same standards applied to our own meat packers.

C&MS veterinarians evaluate and determine whether or not a foreign country's meat inspection program is comparable to the U.S. one. They also must verify whether certified foreign plants meet U.S. meat inspection regulations.

They check to see that plants have adequate before- and after-slaughter inspection, sanitary handling of the product, proper supervision of production—from live animal to finished product—and other requirements as spelled out by U.S. meat inspection regulations.

Plants which are certified as meeting requirements may export their product to the United States. Currently, there are about 1,250 plants in 40 countries which have been certified to export meat to the United States. Only two countries are eligible to export poultry products.

Presently, 13 veterinarians have the job of observing and reporting on meat and poultry inspection programs in their assigned countries. They make it a point to visit each certified plant at least once a year. Foreign government inspectors maintain continuous in-plant inspection whether or not the reviewer is there. They know if a plant is found to be lacking in required inspection standards, it will be removed from the approved list of plants eligible to send products to the United States.

C&MS has noted a marked im-

meat imports meet strict standards

Meat and poultry imports must pass rigid U.S. standards for cleanliness, wholesomeness, and truthful labeling.

By Dr. C. E. Mootz

provement in inspection procedures and plant facilities of foreign inspection programs. The first boost came when United States meat inspection regulations for imported meats were amended in 1963.

The Wholesome Meat Act of 1967 expanded the import inspection program still further by providing for increased reviews of foreign inspection systems. After passage of the Act, the surveillance staff was doubled in size. Their visits to certified plants and their reported findings have helped in strengthening the imported meat inspection program. Closer inspection in foreign packing and processing plants shipping to the United States has been the result.

To further assure American consumers of product wholesomeness, re-inspections of the imported meats are made at U.S. ports of entry.

When each shipment leaves a country destined for the United States a veterinary official of that country's meat inspection system signs an official meat inspection certificate. The certificate identifies the shipment, the shipper's name, and the official plant number. Other information on the certificate states that the product was inspected and is in a clean, wholesome condition—fit to eat. It also must show the product contains no prohibited preservatives and has been handled in a sanitary manner.

The foreign meat products—canned, dried, fresh-frozen or fresh—have to meet U.S. standards completely. C&MS import meat inspectors select a representative sample of each shipment and test it against uniform standards of cleanliness and wholesomeness. Examination is made according to U.S. standards for

wholesomeness, labeling, net weight, composition, water content, fat percentage, and so forth. Representative selections of the imported product are sliced or broken up and sent to a laboratory for analysis.

Only after this re-inspection has been completed and the meat found acceptable will it be allowed to enter the United States.

If the product does not comply with USDA meat inspection regulations, it will be refused entry as were some 15.6 million pounds during fiscal year 1967. In contrast, about 1.3 billion pounds of meat products were approved to enter the country.

Thus imported meats may be eaten with the assurance that they have been prepared in a country that has an approved meat inspection system, that they were re-inspected upon entry into the United States and that they have been passed for wholesomeness, cleanliness and truthful labeling by meat inspectors of C&MS. □

The author is Chief, Facilities, Equipment and Foreign Programs Branch, Technical Services Division, C&MS, USDA.

Countries with approved meat and poultry inspection programs:

POULTRY	
Canada	France
MEAT	
Canada	Germany
Mexico	France
Haiti	Belgium
Japan	Italy
Dominican Republic	Luxembourg
Australia	Spain
New Zealand	Austria
Guatemala	Poland
Honduras	Czechoslovakia
Nicaragua	Yugoslavia
Costa Rica	Switzerland
Panama	Iceland
Brazil	Norway
Argentina	Sweden
Uruguay	Denmark
Paraguay	Ireland
Venezuela	England
Colombia	N. Ireland
Hungary	Scotland
Holland	Finland

The C&MS "Quality Control" shield guarantees you the freshness of eggs in every carton.

Chickens Controlled For Egg Quality

ON SHOPPING DAY, some women buy their groceries at one store—but their eggs at another.

This was revealed in a U.S. Department of Agriculture survey. The main reason given by the women interviewed was that in some stores "the eggs are fresher." Another reason was similar: the women believed that eggs in the second store "came direct from the production area."

The study confirmed that "freshness" is extremely important to consumers in buying eggs. And this fact is the major reason for a special "Quality Control Program" offered the egg industry by USDA's Consumer and Marketing Service. C&MS which, together with State departments of agriculture, provides a nationwide grading service for eggs, makes available a special "Quality Control" shield for U.S. Fresh Fancy, Grade AA, and Grade A eggs produced and packed under closely regulated conditions.

The Quality Control Program differs from regular USDA egg grading in that it guarantees to shoppers

the freshness of the eggs in any carton bearing the quality control shield.

How do eggs bearing this shield differ from other eggs? Simply in this. All of nature's products, from beef cattle to eggs, suffer variation in quality. The only way to hedge on this variation is to control the conditions surrounding production. That is what the USDA Quality Control Program is all about: the real producers of eggs—the chickens—are controlled.

Chickens in a flock certified to produce eggs under the Quality Control Program may not vary in age among themselves by more than 60 days. The eggs from each flock have to be packed separately, and the flocks have to be located on the same farm. Each packing station or plant under the Quality Control Program must have a satisfactory procurement and distribution system.

Flocks qualify for the USDA Quality Control Program by the Haugh Unit or "breakout" test, which measures the interior quality of eggs. It

is a scientific checking operation which, if failed, can keep an entire flock out of the program.

Bi-weekly the USDA grader in charge of a producer's egg packing operation takes a sampling of eggs from each flock. The eggs are broken out onto a smooth glass surface. With a micrometer, the grader measures the height of the albumen, or white part, of each egg. The micrometer will tell him if the egg reaches a certain quality level, taking into consideration the egg's weight. For Fresh Fancy and Grade AA eggs, the flock must average at least 74 Haugh units. For Grade A eggs, the flock must average 62 Haugh units.

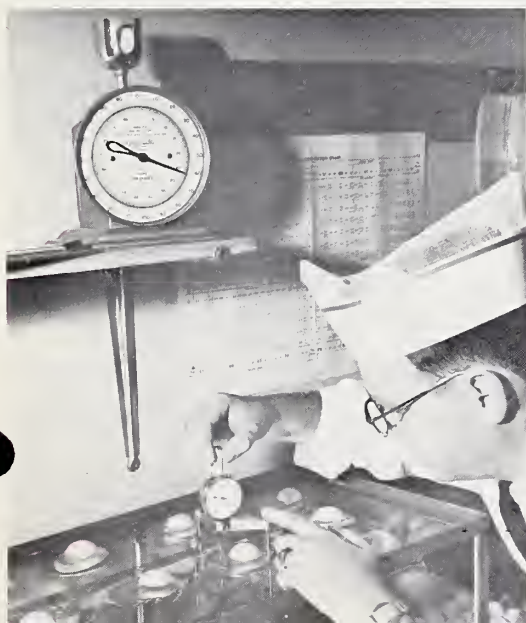
A flock can stay in the Quality Control Program as long as the average from two consecutive tests doesn't fall below the averages required.

The yolks, too, are considered. They must have a well-rounded appearance and have a reasonably uniform color. Defective eggs are removed through mass-candling.

Flock control is not the only regulation. Every step from the nest to the store is also closely checked. Farmers operating under the program must gather their eggs frequently, cool them at once, and hold them at a constant temperature not above 60 degrees at a relative humidity of 70 percent. Any cleaning or oiling of these top quality eggs must be done in an officially approved manner.

Another important factor is the "expiration date" printed on egg cartons bearing the Quality Control shield. A date ten days after the cartoning of the eggs is printed on the carton. When this date arrives, the unsold eggs are not to be sold under the labels in which they were originally packed. Ten days is the limit, which means that Quality Control eggs must move quickly and are always fresh.

The result of these regulations is that Quality Control eggs are remarkably uniform and fresh. This is an attractive sales point for chain store buyers because they know that customers come back when they can find consistent quality. □



A USDA egg grader (left) uses a micrometer to measure the albumen height. The shield (below), on the highest quality eggs, means the ultimate in freshness.



PRODUCED and MARKETING
under FEDERAL - STATE
QUALITY CONTROL PROGRAM

CONSUMER AND MARKETING BRIEFS

Selected short items on C&MS activities in consumer protection, marketing services, market regulation, and consumer food programs.

NEW INFORMATIONAL MATERIALS FROM C&MS

Here is the quarterly roundup of new informational materials issued by the U.S. Department of Agriculture's Consumer and Marketing Service.

MB-40, *Federal-State Market News Service* (slightly revised); PA-877, *Inspection for Your Protection*. Single copies of these are available free by postcard request from Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please order by number and title, and include your ZIP code.

Other new publications are available free from Information Division, Consumer and Marketing Service, U.S. Department of Agriculture, Washington, D.C. 20250. They are: AMG-63, *1969 Acreage Marketing Guides—Winter Vegetables and Potatoes*; C&MS-18 (1968), *Rice—Annual Market Summary—1968*; C&MS-64, *Marketing Service Programs Conducted by State Departments of Agriculture*; C&MS-68, *The Wholesome Meat Act—How It's Geared to Small Meat Plants*; C&MS-69, *USDA Grade Names for Food and Farm Products* (formerly AH-342); C&MS-70; *A Menu Planning Guide for Breakfast at School*; TOB-43, *Tobacco Stocks Report as of July 1, 1968*; Unnumbered, *School Breakfast Program* (flyer). □

JANUARY PLENTIFUL FOODS

New Year food shelves are proving a boon to consumers, reports the Consumer and Marketing Service. Its list of plentiful for January shoppers includes oranges, tangerines, grapefruit, and grapefruit juice. Con-

sumers will also find plenty of canned salmon, broiler-fryers, potatoes, onions, canned tomatoes and tomato products, and dry beans. □

PACA PROTECTS PRODUCE INDUSTRY

Growers, shippers, and buyers of fruits and vegetables received continued protection against unfair trade practices from the Perishable Agricultural Commodities Act during fiscal 1968.

PACA officials in USDA's Consumer and Marketing Service reported that 1,726 new reparation cases were filed during the 12 months ending June 30, 1968, an increase of 121 over fiscal 1967. Reparation cases are those where one party who is injured by a breach of contract seeks to recover damages. Disciplinary actions, involving misbranding and other violations, accounted for the remaining 364 cases which were opened during the fiscal year.

Amicable, informal settlements were reached in 930 of the reparation cases, resulting in payment of over \$2,300,000 to parties involved. An additional \$777,733 was ordered paid by the Department's Judicial Officer in another 341 reparation cases handled under formal proceedings.

The largest reparation settlement during the year was \$159,600 while another totaled \$111,780.

The Washington PACA office and the four field offices handled nearly 10,000 inquiries during the year from industry members seeking guidance on problems arising from their buying and selling operations. Department officials again met with the PACA-Industry Conference

Group to review problems developing in administration of the PACA and to receive the Group's recommendations.

A total of 19,673 licenses were in effect at the end of the fiscal year, a net decline of 719 from the previous year. The continuing decline in the number of PACA licenses issued is due in large part to mergers and consolidations within the industry.

Because of the highly perishable nature of fresh and frozen fruits and vegetables, transactions and deliveries must be completed rapidly and with a good deal of trust between parties. To provide needed guidelines, the PACA was established in 1930 as the fair trade law for the industry. The Act requires the licensing of produce traders and authorizes USDA to revoke or suspend a trader's license for violating the law. During the recent fiscal year, eight licenses were revoked and 12 others were suspended for specified time periods.

The PACA also requires the honest labeling of produce packages. A total of 246 misbranding complaints were filed during the year.

Also during the fiscal year, the U.S. Supreme Court upheld the constitutionality of certain restrictions in the PACA upon employment of persons who have violated the Act. The case arose from an appeal by a firm which the Department's Judicial Officer had found guilty of repeated and flagrant violations. □

KEEPING UP WITH MISSION IMPOSSIBLE

Your mission: to certify the quality of 406 billion pounds of grain in a 12-month period. Sound impossible?

Inspectors licensed by the U.S. De-

partment of Agriculture's Consumer and Marketing Service actually did grade that much grain last fiscal year, the equivalent of 2,000 pounds for every man, woman, and child in this country. (That doesn't mean each of us ate that much—a large proportion of the grain produced in this country goes into livestock feed and into export).

How do inspection personnel keep up with this nearly impossible mission for the grain industry?

An important way, officials in C&MS' Grain Division report, is through the development of new inspection and testing equipment and the refinement of existing procedures to speed up the inspection process. Much of the impetus for new equipment is coming from the grain industry and producers. C&MS is working closely with the grain industry and manufacturers in developing and testing new equipment. C&MS' Grain Division devotes many man-hours testing new equipment for accuracy, sensitivity, speed of operation, durability, and cost.

At a recent "open house," held by the Illinois State Grain Inspection Service in Chicago in connection with the State's Sesquicentennial celebration, State inspectors licensed by C&MS displayed some of the latest grain inspection equipment, along with some "old-timers." They explained that the newer equipment not only speeds up the inspection process but also permits more accurate analysis. The result—more meaningful information in less time for growers as well as grain processors. □

SECTION 32: HELP FOR GROWERS AND CONSUMERS

The U.S. Department of Agriculture's Consumer and Marketing Service spent nearly \$160 million last fiscal year to buy more than half a billion pounds of meat, poultry, eggs, oils, fruits, vegetables, and dairy and grain products.

As a result, producers of these products got better prices—and the products helped to improve the diets of many persons including those in

needy families, schools, and institutions.

The purchases were made under authority of "Section 32" of Public Law 74-320—a little-known program designed to give price assistance mainly to perishable farm products which are in temporary oversupply.

Another use of the "Section 32" program last fiscal year was a broad diversion program to help potato producers faced with disastrously low prices. Farmers, under the program, were paid premiums to sell potatoes to low-price outlets, such as livestock feed or starch manufacture. By the time the program ended, grower prices had more than doubled. □

280,000 WORDS A DAY AT THE SPEED OF LIGHT

Farmers, marketers, and others need to know up-to-the-minute market information on supply, demand, price and trend in the movement of agricultural commodities, many of them highly perishable.

Last fiscal year, the Federal-State Market News Service administered by the U.S. Department of Agriculture's Consumer and Marketing Service provided this valuable information to those who requested it—much of it at the speed of light over 22,500 miles of teletypewriter lines, carrying an average of 280,000 words a day.

Important developments in market news last fiscal year included:

- A new market news service on cut flowers, conducted experimentally with the flower industry. This project was such a success that it will be run on a continuing basis this year.

- A new short daily report on trade in eggs, broilers, and turkeys—designed to fit today's fast marketing pace.

- A new market news office in Torrington, Wyo., to report direct and auction sales of cattle in Wyoming and western Nebraska.

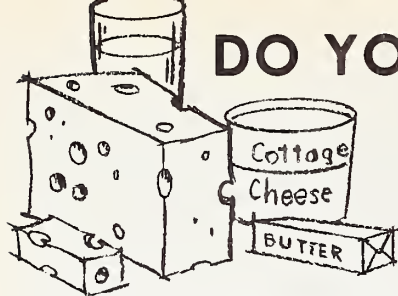
- A new market news office at Nogales, Ariz., to report prices and market conditions of all vegetables and melons imported from Mexico. □

FOOD TIPS

—from USDA's Consumer and Marketing Service

January is the time of year to make New Year's resolutions. How about one to learn more about how to buy foods by U.S. Department of Agriculture grades? USDA food grades are your assurance that you are getting the quality you want—and pay for. You can find official grade shields on meats—beef, veal, lamb and mutton; on poultry and eggs; dairy products, such as butter and cheddar cheese, and some fresh, frozen, and canned fruits and vegetables. For more information, write for "How to Use USDA Grades in Buying Foods," PA-708. Send your post card request to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Please include your ZIP code.

Speaking of New Year's resolutions, how about one to serve turkey often? According to USDA's Consumer and Marketing Service, turkey is a good buy most of the year. To get the best, make sure that the turkey is U.S. Grade A. Look for the shield-shaped grade mark. Here are some tips for preparing and storing your turkey. Keep frozen turkey hard frozen until time to thaw, and cook promptly after thawing. Completely cook the bird at one time—never partially cook, then store and finish cooking at a later date. And if you can't finish those extra helpings of turkey meat, stuffing, or gravy in one or two days, just freeze the left-overs. □



DO YOU KNOW YOUR DAIRY PRODUCTS?

This quiz from C&MS could qualify you as a food expert or as a beginner who has far to go.

THE BEST HEDGE against under-nutrition is knowledge of food—in terms of nutrition, quantity, and quality.

Take this quiz from the U.S. Department of Agriculture's Consumer and Marketing Service to see what you know about dairy foods.

QUESTIONS:

1. Match the dairy product with its description:

- skim milk
- lowfat milk
- nonfat dry milk
- evaporated milk
- yoghurt

1. results from the removal of fat and water from pasteurized fluid milk.

2. whole milk with most of the milk fat removed.

3. partly skimmed whole milk with the addition of a bacterial culture to make it semisolid.

4. a homogenized product containing about 60 percent less water than whole milk.

5. product has lowered milk fat content with added milk solids for a richer taste.

2. One way to judge the quality of Cheddar cheese is to look for (1) good color (2) the longest curing category (3) the U.S. Grade AA shield.

3. The best butter is made from (1) selected sour cream (2) sweet cream (3) fresh milk.

4. The U.S. Extra grade shield on packages of instant nonfat dry milk shows that (1) the milk is good quality (2) the product is wholesome (3) the product was manufactured under the constant watch of a USDA dairy inspector (4) all of these.

5. Dairy foods are good sources of all of the following except (1) protein (2) vitamin A (3) ascorbic acid (4) calcium.

6. How much can a family of four using 21 quarts of milk a week save by using nonfat dry milk rather than

whole milk delivered to the home?

(1) more than \$3.00 a week (2) 50 cents a week (3) \$1.00 a week.

7. How long can you keep Cheddar cheese in good condition in your refrigerator? (1) one week (2) several weeks (3) a month or longer.

8. Process cheese is (1) a soft cheese made from goat's milk (2) American-made Cheddar cheese (3) a mixture of fresh and aged natural cheese blended with an emulsifier and pasteurized.

9. How many glasses of milk should adults drink each day? (1) two or more (2) less than two (3) three or more (4) four or more.

ANSWERS:

1. a—2; b—5; c—1; d—4; e—3.

2. (3) the U.S. Grade AA shield. This is a mark of the highest quality and is used on some Cheddar cheese. Cheese that meets this grade has a fine, highly pleasing flavor, a smooth compact texture, uniform color, and attractive appearance. The curing category refers to the time the Cheddar cheese is aged and the resulting strength of flavor. U.S. Grade AA cheese is available in the three curing categories of mild, mellow-aged, and sharp.

3. (2) sweet cream. U.S. Grade AA butter is made from fresh sweet cream and has a delicate, sweet flavor, with a fine aroma and a smooth creamy texture. The next highest grade for butter—U.S. Grade A—is made from fresh cream, has a pleasing flavor and is close to the top grade. U.S. Grade B butter is generally made from selected sour cream and has a slightly acid flavor.

4. (4) all of these. The U.S. Extra grade shield means instant nonfat dry milk must meet the U.S. standards for that grade: it must have a sweet, pleasing flavor, and a natural color; it must dissolve instantly when mixed with water. To earn this shield, the product must be made in a plant that has undergone a strict

survey covering some hundred items.

5. (3) ascorbic acid. Milk and milk products are the leading sources of calcium. They also provide high-quality protein, vitamin A, riboflavin, and other nutrients. Very little ascorbic acid is found in the milk group. Fruits and vegetables are good sources of ascorbic acid.

6. (1) more than \$3.00 a week. The lower price of nonfat dry milk is a result of lower shipping and handling costs because fat and water are extracted in the dairy plant. Instant nonfat dry milk contains all the nutritive elements of fluid milk except vitamins A and D. Weight watchers like nonfat dry milk because it has half the calories as whole milk but most of the nutrients.

7. (2) several weeks. Most hard cheeses can be kept for several weeks in the coldest part of your refrigerator. Keep cheese in the original wrapper until you are ready to use it. Wrap cut cheese in foil, waxed paper or plastic to prevent drying. Soft cheeses can be kept in the refrigerator from three to five days.

8. (3) a mixture of fresh and aged natural cheeses blended with an emulsifier and pasteurized. Process cheese will melt easily when heated.

9. (1) two or more. The USDA daily food guide recommends two or more glasses of whole, skimmed, low-fat, instant nonfat, or evaporated milk, or butter milk. Some of this amount may be supplied by cheese and ice cream.

If you find you have far to go to learn about dairy foods, write for these free publications from USDA's Consumer and Marketing Service: "How To Buy Cheddar Cheese" (G-128), "How To Buy Instant Nonfat Dry Milk" (G-140), "How To Buy Butter" (G-148), and "Cheese Buying Guide for Consumers" (MB-17).

Drop a postcard request to Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. Use your ZIP code. ☐

More Protection for Consumers:

Meat and Poultry Inspection — Top Priority in '68

Implementing two new Federal laws was urgent need during year for USDA and the States.

Extending inspection to cover the total supply of meat and poultry consumed in the United States was on the Federal Government's "top priority list" in 1968, as the U.S. Department of Agriculture worked closely with the States to implement two new consumer protection laws.

Each of the two Federal laws—the Wholesome Meat Act of 1967, and the Wholesome Poultry Products Act of 1968—applies a uniform high standard of wholesomeness to all meat or poultry, whether it is federally inspected or State inspected.

And each gives the States up to three years at the most to develop USDA-approved inspection programs for meat or poultry products produced for sale within State boundaries. USDA can grant approval only when the State program is "at least equal" to the Federal inspection program. The Federal program, carried out by USDA's Consumer and Marketing Service, covers products crossing State lines, moving into export, or those imported into the country.

During 1968, to make the Federal meat and poultry inspection programs more efficient and economical, USDA merged them into a single food inspection service.

As of mid-October, USDA had signed cooperative agreements under the Wholesome Meat Act with 27 States. An agreement represents a major step by a State in its effort to develop an approved inspection program. It qualifies the State for Fed-

eral grants, as well as technical and laboratory aid, in setting up and operating its inspection program.

The new poultry law provides for similar Federal-State agreements, but—since it is eight months younger than the new meat measure—none had been completed by mid-October.

Meanwhile, the States have cooperated with USDA to search out any plants within a State that are operating in a manner that endangers public health. As of mid-October, 40 meat plants had been identified as "hazardous," and actions were initiated through Federal-State cooperative procedures to see that they were either closed down or corrected to meet at least minimum sanitation requirements.

Besides strengthening State meat inspection programs, both laws expand the existing Federal inspection program for meat and poultry. For instance, both give USDA authority to detain or seize products which are shipped or processed in violation of the law or which are suspected of being unwholesome or adulterated. By mid-October, 1,431,973 pounds of meat products had been detained under the new enforcement powers in 154 separate incidents, as well as 24,605 pounds of poultry products in 10 separate actions.

The Wholesome Meat Act brought under inspection certain types of meat operations that previously were exempted. Between December 1967—when the Act became law—and mid-October of 1968, USDA had

granted Federal inspection to 1,177 meat establishments—bringing to 3,033 the number of meat plants operating under Federal inspection across the country. More than half of the new plants added were boning and cutting plants that ship across State lines.

In the District of Columbia, some 3,000 restaurants and retail stores handling meat were brought under Federal inspection under a special provision of the new meat law. Inspections—with a heavy emphasis on sanitation—are being accomplished by D.C.-government sanitarians, in cooperative agreement with USDA.

During 1968, USDA also stepped up its reviews of foreign inspection systems and of the approximately 1,250 approved meat plants in 40 countries that are eligible to ship products to the United States, to insure that imported meat products are up to par with the strict wholesomeness and labeling requirements set for U.S. meats. The imported meat products are reinspected by USDA at U.S. ports of entry.

Fiscal 1968 figures show that USDA inspectors examined an estimated 77 billion pounds of meat and meat products and 20 billion pounds of poultry and poultry products during the year. They also reviewed more than 79,900 labels for meat and poultry products to insure that each label accurately described the contents of the package. Of these, they rejected more than 1,600 which did not meet requirements. □

OFFICIAL BUSINESS

DOES MEAT HAVE to be cooked over live coals to be called "barbecued"?

What is "stroganoff"?

What kind of seasonings do you expect to find in "vienna sausage"?

How much of a "beef stew" should be beef?

The U.S. Department of Agriculture has to answer questions like these, and wants help from consumers in deciding what those answers should be.

USDA's Consumer and Marketing Service aims to assure consumers that federally inspected meat and poultry products are wholesome, unadulterated, and truthfully labeled. Besides inspecting all the ingredients in

processed products—from the meat to the spices—and every step of the processing—from the mixing to the packaging—C&MS also must approve all labels for products before they can be used and must make sure that the name on a product label really describes what is in the package.

In order to do this, C&MS sets standards for products. If the name "bologna" is allowed to go onto the label, a product which meets certain minimum requirements for content and processing must go into the package.

Some standards are already in effect (for example, "corned beef hash" must contain at least 35 percent beef), but new standards are constantly being developed as new products come onto the market and new processing techniques are developed by manufacturers.

Between the time a proposed standard leaves the test kitchen and the time it is incorporated into the formal regulations—or is modified or dismissed—it is published so that anyone who wishes can comment on it.

Since the regulations are principally designed to protect you, the consumer, your comments may well decide whether or not a standard is

adopted and what it will require.

How do you know when a standard is being considered? Watch your newspapers, listen to your radio, talk to your friends in consumer organizations—many means are used to get the information to you.

Then write and tell USDA what you think about a proposal. You can have a voice in determining what the products you buy truly are, for the cost of a postage stamp. All comments are considered and are available to the public at the U.S. Department of Agriculture in Washington, D.C.

Occasionally, USDA also holds public hearings on product standards at which anyone may offer comments. Watch for announcements of hearings which might be held in your area.

When you buy a frozen "fried chicken dinner," how do you expect the chicken to be prepared?

When you open a can of "chili con carne," exactly what do you expect to find?

USDA wants to know.

So, watch for proposed standards and, if you have a comment on a proposal, let USDA hear it. Remember, the requirements are designed to help you. □

How can **YOU** Set Meat and Poultry Standards?

C&MS wants to know what you think of the standards it is considering for the products it inspects and labels it approves.

